



Connectivity: Community to the Capitol

Public Issues Leadership Development Conference

April 25-28, 2010
Key Bridge Marriott
Arlington, Virginia

**Sponsored by the
Joint Council of
Extension
Professionals**

Joint Council of Extension Professionals
JCEP

Welcome to Washington, DC

We are pleased you joined us for PILD 2010!

Dear Extension Colleagues and Friends,

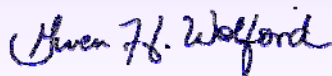
Sponsored by the Joint Council of Extension Professionals (JCEP), the annual Public Issues Leadership Development Conference (PILD) is a unique professional development opportunity that brings together leaders from all levels and subject matter areas of Extension and key volunteers to gain insight into the “big picture” of how the Extension system and our government work at the federal level.

This year’s Planning Committee has collaborated since the conclusion of last year’s conference to bring you a program that provides insight into issues that are affecting our Extension programming and customers right now, along with the unique opportunity to interact with decision-makers in Congress, with our federal agency partner and with other “inside the Beltway” individuals and groups who support our work.

One constant in today’s world is change, and Extension is not an exception. Nearly all of us are experiencing major changes at the state and local level, and the federal scene is undergoing transformation as well. This is the first year for the National Institute of Food and Agriculture (NIFA), which replaces the part of USDA that we used to know as CSREES. We will hear from NIFA leadership to gain insight into the structural changes taking place there.

Concurrent sessions at this year’s conference focus on current issues, professional growth and preparation for meetings with federal and local decision makers. Tuesday morning’s Roundtable Breakfast with NIFA National Program Leaders provides an opportunity to talk to Extension leaders whose positions at USDA support programs and provide funding to address critical state and national issues. We’ll close the conference program on Tuesday afternoon by focusing on a unique partnership between professionals in our own system and external organizations that will help you think outside the box as you consider potential opportunities for working with others. On Wednesday, your state team will head to Capitol Hill for visits with your elected officials, well prepared for this important part of your visit to Washington, DC, or to other federal agencies to build important linkages.

The PILD Planning Committee thanks the JCEP Board of Directors for their generous support of the Public Issues Leadership Development Conference. Again, welcome to Washington, DC! We hope your experiences during this conference benefit your professional career and personal development for years to come.



Gwen Wolford, Ohio
Chair, 2010 PILD Planning Committee



Ellen Burton, Illinois
President, JCEP

Conference Schedule

Sunday, April 25

- 5:00 pm - 7:00 pm **Registration Open**, *Potomac Ballroom Foyer, 1st Floor*
- 6:45 pm - 10:00 pm **Washington by Twilight Tour** — *(Optional)*
Leaves from the Hotel Lobby, Reservations made prior to arrival

Monday, April 26

- 6:00 am **Wellness Walk/Run**
- 7:30 am - 8:45 am **Breakfast**, *Potomac Ballroom Foyer, 1st Floor*
- 7:30 am - 4:00 pm **Registration Open**, *Potomac Ballroom Foyer, 1st Floor*
- 9:00 am **Welcome**, *Potomac Ballroom, 1st Floor*
Ellen Burton, President, Joint Council of Extension Professionals
- Welcome to PILD**
Gwen Wolford, Director, Government Relations, Ohio State University Extension
- Extension Committee on Organization and Policy (ECOP) Outlook**
M. Ray McKinnie, ECOP Chair and Associate Dean for Cooperative Extension, North Carolina A&T State University
- National Institute of Food and Agriculture (NIFA) Extension Outlook**
Colien Hefferan, Special Assistant to the Director, NIFA
- 10:15 am **Break**
- 10:30 am **Health, Hunger and a Renewed Interest in What We Eat:
Remarks from the Cutting Edge of the Food Movement**
Potomac Ballroom, 1st Floor
Moderator: Gwen Wolford, Director, Government Relations, Ohio State University Extension
Speaker: Robert Egger, Director, DC Central Kitchen
and Sam Kass, White House Chef (invited)
- Noon **Lunch**, *Capital View Ballroom, 14th Floor*

Breakout Sessions

Strengthening Extensions' Relevance Now and for the Future



Building Extension Professionals' Capacity to Manage Controversial Public Issues: Part I - Curriculum Overview

Potomac C

Moderator: Beth Claypoole, Executive Director, Cornell Cooperative Extension

Presenter: Janet Ayres, Purdue University Professor and Extension Specialist

Extension professionals are increasingly involved in complex, controversial public issues. This session will provide an overview of a new curriculum that is designed to strengthen Extension professionals' competencies and to build citizens' and leaders' capacities to manage contentious public issues. The curriculum consists of nine major components and will be part of a recently accepted Community of Practice on eXtension. One of the components on human dynamics will be highlighted during tomorrow's program.



Building Partnerships for Animal Welfare Issues

Francis Scott Key Salon B

Moderator: Chris Jones, Agriculture & Natural Resources Agent, University of Arizona

Presenters: Richard Reynnells, USDA NIFA and Adam Sharp, Ohio Farm Bureau Federation

Complex issues require collaboration for successful solutions. Find out what NIFA, and other federal partners, are working on related to animal welfare issues. Learn about a model effort in Ohio that brought the state's agricultural community together to proactively deal with efforts by an animal rights group to effect food animal production practices.



Preparing and Responding to Disasters Through Effective Extension Education

Georgetown A

Moderator: Mindy Habecker, Natural Resources/Community Development, University of Wisconsin

Presenter: Dave Filson, EDEN Chair, Pennsylvania State University

Extension's Role in Disaster Education and a description of the Extension Disaster Education Network (EDEN).



Enhancing Extension Teaching by Using New Technologies

Georgetown B

Moderator: Deborah Simmons-Gray, Extension Educator, University of Illinois

Presenters: Craig Wood, Associate Director, eXtension and Ashley Griffin, Content Design Leader, eXtension

Traditional Extension programming draws on needs assessment and focus groups with their clientele that leads to the development of curriculum or programming for face to face meetings and interaction through email, chats, or webinars. Over the course of the past few years there has been an emergence of technologies that allow users to share information, form communities, groups, provide programming and interact when it is convenient for users. This session will provide insight in using current technologies such as YouTube, Twitter, Facebook, Ning, blogs, Flickr, Slideshare, Drop.io, and others in Cooperative Extension Programming.



JCEP Panel Presentations

Georgetown C

Moderator: Mary Ann Lienhart-Cross, Extension Educator, Purdue University

Panel presentations were submitted on the topic of “Increasing Extension’s Presence at the Local Level” and were judged by a JCEP committee using the criteria in the application.

1. **Enhancing County Government Mangers’ Leadership and Teamwork Skills**— presented by Linda Manton, Director, University of California Extension — *The objective of the program was better service to the public through improved inter- and intra-departmental collaboration and teamwork.*
2. **The “Employed Caregiver Survey”** — presented by Teri Zuege-Halvorsen, Family Living Educator, University of West Virginia Extension — *The objective of the program is to help UW Extension Educators help county government with the issue of how family care-giving impacts work and the cost of not addressing the issue.*
3. **Market, Media, and Meet: Increasing Extension’s Presence at the Local Level**— presented by Anita Raddatz, Extension Educator, Utah State University Extension — *The objective of the program is the easy, fast and inexpensive way to accomplish marketing Extension using the “M,M,M Map” provided in the workshop.*



Volunteers Engaging Public Officials and Their Staff – The Illinois Model

Potomac Salon A

Moderator: Ellen Burton, Retired, Regional Director, University of Illinois Extension

Presenter: Brian Basting, Chairman, State Extension Advisory Council

How do members of the Illinois State Extension Advisory Council prepare to meet with legislators or staff? Illinois delegates will share the information gathered including talking points, Congressional members' background and interests, to practice sessions as each delegate has a notebook of information to prepare for Congressional visits to advocate for Extension programming funds.

2:45 pm

Break, Potomac Ballroom Foyer, 1st Floor

3:00 pm

Professional Association Time and Volunteers/Administrators Session

ANREP - Will go offsite for meeting

NACDEP - Georgetown C

ESP - Will go offsite for meeting

NACAA - Potomac Salon D

NEAFCS - Georgetown B

NEA4-HA - Georgetown A

Ext. Directors, Administrators and Volunteers - Capital View Ballroom

Evening

Association’s Night Out (optional)

Tuesday, April 27

6:00 am

Wellness Walk/Run, meet in Hotel Lobby

7:00 am - 12 noon

Registration Open, Potomac Ballroom Foyer, 1st Floor

- 7:45 am **Connecting with National Program Leaders: Public Issues Breakfast and Roundtable Discussion**, *Capital View Ballroom, 14th Floor*
Have conversations with National Program Leaders (NPLs) about public policy issues that impact Extension and clients across the nation. This session will be divided into two time periods: 8:00-9:00 and 9:00-9:45. Grab your breakfast and join a table for a visit with one of more than 20 NPLs. At 9:00 you'll be encouraged to move to another table and become part of another discussion. A list of participating NPLs is provided in your packet and will be available at the breakfast.
- 9:45 am **Break**
- 10:00 am **General Session: Make the Most of Your Hill Visits**
Potomac Ballroom, 1st Floor
Moderator: Gwen Wolford, Director, Government Relations, Ohio State University Extension
Presenters: Stacy Rastauskas, Assistant Vice President, Federal Relations, The Ohio State University; and Zack Moore, Director of Federal Relations, Pennsylvania State University
The purpose of this presentation is to prepare volunteers and staff to effectively communicate their message to members of Congress and their staff.
- 11:30 am - 11:45 am **Cornerstone Government Affairs: Federal Appropriations Update**
Potomac Ballroom, 1st Floor
Moderator: Ellen Burton, Retired, Regional Director, University of Illinois Extension
Presenter: Hunt Shipman, Cornerstone Government Affairs
Learn what the current status of the Cooperative Extension Federal appropriations is in this election year and what specific message you can carry to your Congressional delegation.
- Noon **Lunch**, *Capital View Ballroom, 14th Floor*
- Noon **JCEP/ECOP/NIFA Luncheon** (By Invitation) *Lincoln Room, 3rd Floor*

1:45 pm **Breakout Sessions**
Target Your Conversations to Communicate Effectively



Training for Strategic Stakeholder Visits – The Wisconsin Model

Potomac D

Moderator: Mindy Habecker, Natural Resources/Community Dev., University of Wisconsin

Presenters: Rick Klemme, Dean and Director, University of Wisconsin Cooperative Extension; and Youth Delegates, Ann O'Leary and Sarah Henderson

This session will showcase what the Wisconsin delegation does to highlight and illustrate their preparation for participation in this conference and their legislative visits.



Becoming a Better Brand Ambassador for Extension

Georgetown A

Moderator: Trudy Rice, Extension Associate, Kansas State University

Presenter: Elizabeth Gregory North, Associate Professor and Extension Program Leader; Communications, Texas AgriLife Extension Service

A brand cannot be "owned" by a company or an organization; instead, it is everything, good or bad, that your name evokes in the minds of your customers. For this reason, everyone in Extension has a powerful impact on our brand and how it is understood by those we contact. In this session, learn how you can become a better ambassador for Extension's brand.

⇒ **Social Power: Building your Capacity to Influence Others and Make Things Happen!**

Potomac A

Moderator: Mary Ellen Waltemire, Regional Ext. Director, Univ. of Maryland

Presenter: Dr. Mitchell B. Owen, CEO Mitchen, Inc. Leadership and Organizational Development

What do grocery pricing, Jimmy V., hushpuppies and Paul Revere have in common: They all teach us about social power! Come join others in learning how to increase your ability to influence others.

⇒ **Building Extension Professionals Capacity to Manage Controversial Public Issues: Part II - Managing High Level Emotions**

Potomac C

Moderator: Beth Claypoole, Executive Director, Cornell Cooperative Extension

Presenter: Janet Ayres, Professor and Extension Specialist, Purdue University

This workshop follows from yesterday's session that provided an overview of a new curriculum to strengthen Extension professionals' capacity to work with controversial public issues. Today's workshop focuses on one module that deals with understanding high level emotions at public meetings and how to deal with them.

⇒ **Grass Roots Involvement – The North Carolina Model**

Georgetown C

Moderator: Chris Anderson, Ext. Specialist, 4-H Youth Dev., Univ. of Maryland

Presenters: Pete Miller and Jo Ann Stroud, North Carolina Cooperative Extension State Advisory Council Members

Volunteers enjoy being advocates when they believe in an organization. Learn how Advisory Leaders in North Carolina maintain contact with elected officials on a year round basis.

3:15 pm

Break, Potomac Ballroom Foyer, 1st Floor

3:45 pm

Capnote Session: Building New Partnerships: Success Story and Ideas for the Future

Potomac Ballroom, 1st Floor

Moderator: Mark Stewart, Interim Regional Director, University of Missouri Extension

Presenters: Cathann Kress, Program Lead—Partnerships, Military Community and Family Policy, Office of the Secretary of Defense; Brent Elrod, Program Specialist, USDA, NIFA; and Eddy Mentzer, 4-H Military Partnership Program Manager, USDA, NIFA

Overview of a variety of partnership programs which have been implemented as part of the partnership between the Department of Defense, Department of Agriculture, and the land grant university system. Implications for future partnerships will be considered, as well as suggestions for strengthening programs.

4:45 pm

Closing: Announcement of 2011 PILD Conference, Potomac Ballroom, 1st Floor

Evening

State's Night Out: Planning for Congressional/Agency Visits

Wednesday, April 28

Breakfast on Your Own

Congressional and Agency Visits: Planned by each state delegation

Have a Safe Trip Home!

2010 PILD Conference Planning Committee

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Speaker Bios—alphabetical by last name

Janet Ayres has worked in the area of leadership and community development for over three decades to build the capacity of rural community leaders and professionals to deal with change and conflict at the local level. She has worked in over 300 communities in Indiana and has conducted training programs with over 100,000 professionals in Extension, state and federal agencies, and Eastern Europe. She is currently a member of a national team developing a curriculum to train others on working with controversial public issues.

Brian Basting has served on the local Illinois Extension Council, is involved in Extension Foundation fundraising, and advocates the value of Extension programming to state and federal legislators. During this 5th year of membership on ESAC, he provides leadership as Chairman.

Robert Egger is the founder and President of DC Central Kitchen, which produces over 4,000 meals a day while training unemployed men and women for food service careers. Robert provides leadership on numerous local and national initiatives, writes extensively and speaks throughout the country of issues of nutrition, social innovation and nonprofit unity.

At NIFA, **Brent Elrod** administers funding that supports military families through a long standing partnership with Department of Defense, military components, and the land-grant university system.

Dave Filson is the Emergency Preparedness coordinator at Penn State University Extension. Filson received his bachelor of science degree in agronomy and master's degree in extension education from Penn State. Before joining Penn State Cooperative Extension in 1984, Filson was self-employed, raising dairy heifers, beef, sheep, field crops, vegetables, tree fruit and Christmas trees on his farm in Lewistown.

Ashley Griffin currently serves as the Content Design Leader for the national eXtension Initiative. Preceding

this appointment she provided instructional design support to the College of Agriculture at the University of Kentucky as an Extension Specialist in the Creative Applications for Learning Environments Lab. From 1996 until February of 2002 she gained practical extension programming experience and delivered content through distance learning technologies as the coordinator of the Kentucky 4-H Horse Program. Ashley has a Bachelor of Science degree in Animal Sciences and her Master of Science degree in Equine Nutrition from the University of Kentucky.

Sarah Henderson attends Western Technical College in LaCrosse, WI, majoring in Agribusiness and Science Technology. Sarah and her brother, Ben, run their own enterprise where they raise and sell milk-fed pork. Sarah states that agriculture is her life and her passion and she aspires to be a Livestock Production Specialist.

Ferd Hoefner is policy director for the National Sustainable Agriculture Coalition, an alliance of over 80 state, regional and grassroots farm, conservation, and rural organizations working to reform federal food and farm policy to support a more sustainable farm and food system. Ferd has worked for the Coalition for 20 years and has worked in federal farm, food, environment, and development policy for over 30 years.

Cathann Kress serves as lead for the Partnerships unit within Military Community & Family Policy, providing leadership for three major functions: 1) Leveraging partnerships with other federal agencies and nonprofits for programs in support of military families; 2) Organizing and coordinating major events such as conferences, trainings, and other events related to military family readiness; and 3) Coordination of research efforts across Military Community & Family Policy programs in the Department of Defense.

Rick Klemme is the Dean and Director of the Wisconsin Cooperative Extension. As Dean and Director, Klemme is responsible for 1,000 employees located across Wisconsin's 72 counties, three tribal offices and eight UW System campuses. Prior to

Speaker Bios—alphabetical by last name

-serving as Dean and Director, Klemme served as the Associate Dean and Program Leader for Agriculture and Natural Resources Extension, a joint position between UW-Madison's College of Agricultural and Life Sciences and Cooperative Extension, UW-Extension. Dr. Klemme obtained his M.S. and Ph.D. degrees in Agricultural Economics from Purdue University and a B.S. in Economics and Mathematics from Illinois State University. He has been at UW-Madison since finishing his Ph.D. in 1980, starting as a farm management specialist in the Department of Agricultural Economics. Klemme was named founding Director of the UW-Madison Center for Integrated Agricultural Systems in 1989, a position he held until he became the Associate Dean on January 1, 2000.

Kim S. Kroll is the associate director of the USDA Sustainable Agriculture Research and Education (SARE) program. He provides leadership and oversight for the SARE program which funds research and education efforts that increase knowledge about farm practices that are profitable, environmentally sound and supportive of rural communities. He is a graduate of Purdue University with a Ph.D. in agronomy.

Linda Manton is director of the Division of Agriculture and Natural Resources, Central Valley Region, California. Manton was UC Cooperative Extension county director and 4-H/Youth Development advisor in Merced County from 1985 to 1991. Prior to joining the University of California, she was an extension advisor/staff leader with the University of Illinois Cooperative Extension system from 1973-1985. Manton earned a BA in child development from California State University, Fresno, and an MS in extension education from the University of Illinois at Urbana, Champagne.

Eddy Mentzer has been with the 4-H National Headquarters for five years working predominantly in the area of the 4-H Military Partnerships. These partnerships include three main areas, comprised of: 1) Establishing 4-H Clubs on military installations and

in communities where military children/youth live, 2) Supporting the technical expertise of 4-H specialists on loan to the military services, and 3) Developing local community support networks for geographically dispersed military children/youth through the Operation: Military Kids Program.

Pete Miller attended Duke University before going home to help run the family retail furniture business. He also worked as the Community Penalties Director of the Neuse River Council of Government in New Bern, Greene County Economic Development Director and Interim County Manager. Also, Pete served on the Greene County Board of Commissioners.

Zack Moore has represented Penn State University before the federal government since January 2007. Prior to accepting this position, Zack was the Legislative Director for a U.S. Senator, a private consultant for companies and institutions seeking federal funding, and a Legislative Director for a Member of Congress.

Elizabeth Gregory North leads Texas AgriLife Extension's marketing and branding program, plans and leads campaigns, and provides marketing and communications training. At the national level, she serves on the ECOP Marketing and Communications Task Force and the National 4-H Brand Advisory Group and is co-leader of the newly formed Extension Brand Value Professional Development CoP in *eXtension*.

Ann O'Leary is a senior at Evansville High School in Evansville, Wisconsin. She is president of the Wisconsin State Youth Leader Council and active in showing her dairy cattle. Her favorite project is clothing and enjoys participating in Style Revue. Ann plans to double major in Neuroscience and Psychology at Carthage College.

Mitchell Owen is internationally respected as a leader in programs on leadership, facilitation,

organizational development, branding, technology, multi-cultural issues, collaboration, and organizational change. He has developed and provided educational workshops across the United States and internationally for over 20 years.

Anita Raddatz joins Utah State University Extension in Sanpete County as the FCS/4-H Agent. She comes to Utah from Washington State University Extension where she served as the 4-H Coordinator in Spokane County for 9 years. Most recently, Anita served as a Horizons Community Coach for 5 rural communities in eastern Washington and the Washington State Horizons Blog Coordinator for 22 communities involved in Horizons. Horizons is a project funded by Northwest Area Foundation to help low income communities and delivered by WSU Extension. Anita comes to us with a B.A. in Interdisciplinary Studies and a Masters in Public Administration. Anita and her husband William are parents of three daughters. Anita and Bill are making their home Ephraim, Utah.

Stacy Rastauskas uses her eleven years of Washington experience (six years on Capitol Hill) to help identify emerging federal issues affecting students, faculty, and staff of The Ohio State University. She develops strategies to advocate the University's position on pieces of legislation and federal regulations.

Richard Reynnells holds BS, MS, and PhD degrees in Poultry Science from Michigan State University and was a Poultry Extension Scientist at the University of Georgia. He is currently the National Program Leader, Animal Production Systems NIFA, and conducts programs in food safety, youth work, environment, and now animal welfare.

Adam Sharp is the Ohio Farm Bureau Federation's Senior Director of Legislative Policy, managing OFBF's state and federal governmental relations team and PAC. He spent 10 years in Washington, D.C., and was acting agriculture policy advisor to the administrator of the U.S. EPA and political deputy over U.S. EPA's pesticide office.

Hunt Shipman has nearly two decades of experience in Washington. He has held a variety of positions in government and the private sector. Hunt's

longstanding ties to the agricultural industry have allowed him to effectively serve some of its largest interests since joining Cornerstone in 2006. Hunt serves on the Agricultural Policy Advisory Committee for Trade at the U.S. Department of Agriculture and the Board of Directors for the U.S. Committee for the Food and Agriculture Organization of the United Nations. He is a graduate of Mississippi State University, where he was inducted into the University's Hall of Fame and received the College of Agriculture's Distinguished Service Award.

Jo Ann Stroud and her husband have raised turkeys, pigs, and cows for many years. After retiring from medical records, she became Director of Liberty Hall Restoration. She has received numerous awards including NC Outstanding Pork Producer Award, Melvin Cording Award for Agriculture, Governor's Award for the Most Outstanding Volunteer and Duplin County's Outstanding Citizen. Jo Ann is a certified Lay Speaker for the United Methodist Church and won the Lay Person of the Year for the Goldsboro District. She also serves on numerous Boards and Foundations.

Craig H. Wood, Associate Director of Content for eXtension, provides leadership in the creation and transformation of content through Communities of Practice for inclusion in the eXtension Internet portal. In his role as Director of the CALE Lab, he provides support for faculty in the College of Agriculture at the University of Kentucky in developing and delivering extension, research and instructional material through the use of various medium and technologies. Originally from Texas, Craig received his B.S. degree from Texas Tech University, and his M.S. and Ph.D. degrees from New Mexico State University.

Teri Zuege-Halvorsen, Family Living Educator for University of Wisconsin – Cooperative Extension (UWEX) has a Bachelor of Science degree (double major) in Human Biology with a Nutritional Science emphasis and Psychology; along with a Master of Science degree in Management and Organizational Behavior. She has worked for UWEX for three years. She is a member of the team that developed the employed caregiver survey which will soon be available nationally on eXtension.

PILD Mission: To provide leadership and advocacy skills to effect public issues.

Objectives:

- ⇒ Broaden understanding of public policy issues that impact Extension and Extension clientele.
- ⇒ Enhance advocacy and public policy education skills.
- ⇒ Learn how the changing political environment affects support for Extension.
- ⇒ Build political and public support for Extension through consistent and targeted communication with decision-makers.
- ⇒ Strengthen existing partnerships and explore new linkages with local, state and federal agencies.
- ⇒ Visit with federal legislators and decision makers to observe the political process in action.

Association Officers

JCEP—Joint Council of Extension Professionals

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ANREP - Association of Natural Resource Extension Professionals

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Epsilon Sigma Phi

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NACAA—National Association of County Agricultural Agents

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NACDEP—National Association of Community Development Professionals

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NAE4-HA—National Association of Extension 4-H Agents

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NEAFCS—National Extension Association of Family and Consumer Sciences

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Association of Natural
Resource Extension
Professionals



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National Association of
County Agricultural Agents



National Association of
Community Development
Extension Professionals



National Association of
Extension 4-H Agents



National Extension
Association of Family &
Consumer Sciences